

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) A method of broadcasting programs, executed by a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving unit of a listener, the method comprising:

reading program information from a program-information database provided in said broadcasting unit and image-analyzing the thus read-out program information;

extracting an object appearing in a program which is to be broadcast so as to generate an object extraction table in accordance with the information of the time or frame and display position of the object on a screen, the object extraction table contains only information regarding the object within a scene;

generating advertisement information about the extracted object, which is carried out principally with reference to said object extraction table correlating the advertisement information to the object using the frame and the display position of the object;

generating sync information to be used for synchronizing the program information with the advertisement information; and

transmitting the program information, advertisement information, and sync information to said receiving unit separately from the program.

2. (original) The method according to claim 1, wherein the sync information includes the information about the time at which the object is displayed or the frames that contain the object, and the information about the display position at which the object is displayed.

3. (canceled)

4. (previously presented) The method according to claim 1, wherein the advertisement information is the auction information about auction of the object, and the method

further comprising:

receiving purchase values of the object to be auctioned from said receiving unit; and  
transmitting the highest value among the received purchase values.

5. (previously presented) The method according to claim 4, further comprising:  
deciding the listener transmitting the highest price as a successful bidder of the object  
when broadcasting of the program information is completed; and  
transmitting information about the successful bidder to the receiving unit.

6. (previously presented) A method of broadcasting programs, executed by a  
broadcasting unit in a broadcasting system, said broadcasting system also including at least one  
receiving unit of a listener, the method comprising:

reading program information from a program-information database provided in said  
broadcasting unit and image-analyzing the thus read-out program information;

extracting an object appearing in a program which is to be broadcast to generate an  
object extraction table in accordance with the information of the time or frame and display  
position of the object on a screen;

generating the relevant information about the extracted object, which is carried out  
principally with reference to said object extraction table correlating the advertisement information  
to the object using the frame and the display position of the object;

generating the sponsor-recruiting information for recruiting a sponsor who pays for the  
cost of displaying the extracted object; and

transmitting the program information and the sponsor-recruiting information to said  
receiving unit separately from the program.

7. (previously presented) A method of receiving programs, broadcast by a  
broadcasting unit, by a receiving unit of a listener, the method comprising:

receiving the program information about a program to be broadcast from the broadcast  
unit, relevant information about an object displayed onto the display screen of the program which  
is generated in the broadcasting unit including the advertisement information about  
advertisement of the object, and sync information for synchronizing the program information with  
the relevant information from said broadcasting unit, said sync information including the  
information about the time at which the object is displayed or the frames that contain the object,  
and the information about the display position at which the object is displayed; and

storing the received program information, relevant information, and sync information; and synchronously outputting the program information and relevant information in accordance with the stored sync information.

8. (currently amended) A method of receiving programs, broadcast by a broadcasting unit, by a receiving unit of a listener, the method comprising:

receiving the program information about a program to be broadcast from the broadcasting unit and sponsor-recruiting information for recruiting a sponsor who pays for the cost of displaying an object displayed during and as a part of the program on a display screen displaying the program, the sponsor being a person who pays for the broadcast for the object to be displayed in and as part of a program to a third party;

storing the program information and sponsor-recruiting information;  
outputting the stored program information and sponsor-recruiting information; and  
transmitting sponsor-designating information to the broadcasting unit for designating that the owner of the receiving unit becomes the sponsor who pays for the cost of displaying the object to said broadcasting unit.

9-10. (canceled)

11. (previously presented) A computer-readable recording medium which stores a computer program that contains instructions which when executed realizes a method of broadcasting programs on a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving unit of a listener, the computer program making said broadcasting unit realize, the method comprising:

reading program information from a program-information database provided in said broadcasting unit and image-analyzing the thus read-out program information;

extracting an object appearing in a program which is to be broadcast to generate an object extraction table in accordance with the information of the time or frame and display position of the object on a screen;

generating advertisement information about the extracted object, which is carried out principally with reference to said object extraction table correlating the advertisement information to the object using the frame and the display position of the object;

generating sync information to be used for synchronizing the program information with the advertisement information; and

transmitting the program information, advertisement information, and sync information to said receiving unit separately from the program.

12. (previously presented) A computer-readable recording medium which stores a computer program that contains instructions which when executed realizes a method of broadcasting programs on a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving unit of a listener, the computer program making said broadcasting unit realize, the method comprising:

reading program information from a program-information database provided in said broadcasting unit and image-analyzing the thus read-out program information;

extracting an object appearing in a program which is to be broadcast so as to generate an object extraction table in accordance with the information of the time or frame and display position of the object on a screen;

generating the relevant information about the extracted object, which is carried out principally with reference to said object extraction table correlating the advertisement information to the object using the frame and the display position of the object;

generating the sponsor-recruiting information for recruiting a sponsor who pays for the cost of displaying the extracted object; and

transmitting the program information and the sponsor-recruiting information to said receiving unit separately from the program.

13. (previously presented) A broadcasting unit that broadcasts a program to at least one receiving unit of a listener, said broadcasting unit comprising:

an object extraction unit which extracts an object appearing in a program which is to be broadcast so as to generate an object extraction table in accordance with the information of the time or frame and display position of the object on a screen;

an advertisement-information generation unit which generates advertisement information about the object extracted by said object extraction unit, which is carried out principally with reference to said object extraction table;

a sync-information generation unit which generates the sync information for synchronizing the program information with the advertisement information; and

a transmission unit which transmits the program information, advertisement information, and sync information to the receiving unit.

14. (previously presented) A broadcasting unit that broadcasts a program to at least one receiving unit of a listener, said broadcasting unit comprising:

an object extraction unit which extracts an object appearing in a program which is to be broadcast so as to generate an object extraction table in accordance with the information of the time or frame and display position of the object on a screen;

a sponsor-recruiting-information generation unit which generates the sponsor-recruiting information for recruiting a sponsor who pays for the cost of displaying the object extracted by said object extraction unit;

a transmission unit which transmits the program information and sponsor-recruiting information to the receiving unit; and

a sponsor-designating-information receiver which receives the sponsor-designating information for designating that the owner of the receiving unit becomes the sponsor who pays for the cost of displaying the object to said receiving unit.

15. (previously presented) A receiving unit of a listener that receives programs, broadcast by a broadcasting unit, said receiving unit comprising:

an information receiving unit which receives the program information about a program to be broadcast from the broadcasting unit, relevant information about an object displayed onto the display screen of the program which is generated in the broadcasting unit including the advertisement information about advertisement of the object, and sync information for synchronizing the program information with the relevant information from said broadcasting unit, said sync information including the information about the time at which the object is displayed or the frames that contain the object, and the information about the display position at which the object is displayed;

a storage unit which stores the program information, relevant information, and sync information received by said information receiving unit; and

an output unit which synchronously outputs the program information and relevant information in accordance with the sync information stored by said storage unit.

16. (previously presented) A receiving unit of a listener that receives programs, broadcast by a broadcasting unit, said receiving unit comprising:

a storage unit which receives the program information about a program to be broadcast and the sponsor-recruiting information for recruiting a sponsor who pays for the cost of

displaying an object displayed during and as a part of the program on a display screen  
displaying the program from said broadcasting unit and stores the received information;  
an output unit which outputs the program information and sponsor-recruiting information  
stored by said storage unit; and  
a sponsor-designating-information transmission unit which transmits the sponsor-  
designating information for designating that the owner of the receiving unit becomes a sponsor  
for paying the cost of displaying the object to said broadcasting unit.

17-18. (canceled)

19. (new) A method, comprising:  
analyzing a program to determine display frame and display position of an object in the  
program;  
correlating information about the object in the program using the display frame and the  
display position; and  
displaying the information about the object during the program when an object  
designation by a user corresponds to the display frame and display position.